

Village of Angel Fire
REQUEST FOR PROPOSALS

March 25, 2015

RFP# 15-0001



Village of Angel Fire
c/o Terry Cordova, Village Clerk
P.O. Box 610
3388 Mountain View Blvd.
Angel Fire, NM 87710
575-377-3232
www.angelfirenw.gov

I. INTRODUCTION

a. Overview

The Village of Angel Fire is seeking proposals for advertising funds from the Lodgers Tax receipts for Fiscal Year 2015-2016, in accordance with the specifications contained in this Request for Proposal (RFP). In particular, the funds requested herein and to be provided under any contract awarded as a result of this RFP are for advertising special events in Angel Fire, New Mexico.

b. Purpose of this Request for Proposals

This RFP is intended to solicit responses from organizations that are interested in holding special events in Angel Fire, New Mexico. Through the authority of the Lodgers Tax Act {3-38-13 to 3-38-24 NMSA 1978}, the funding provided by Lodgers Tax receipts shall be used to advertise, publicize and promote tourist-related events of the municipality. Council approval of selected RFP's will be required before any contract is signed.

c. Request for Proposal Requirements

The Village of Angel Fire's special event objective is to promote, publicize and advertise tourist related events within the municipality, which will result in direct economic benefits for the Village. Funds will be available for organizations or individuals wishing to promote Angel Fire through special events.

A special event must meet one or more of the following requirements:

- An artistic, cultural, entertainment or amusement event, or a performance or promotional program in the Village, which may reasonably expect to draw more than one hundred (100) people in attendance on any one day. This includes spectator events such as concerts or music festivals.
- Industrial, educational, governmental or social event consisting of one or more days at which attendance is by invitation or registration only.
- All funded special events must have an impact that benefits the Village of Angel Fire, specifically by attracting overnight visitors to stay in Angel Fire.
- Events must take place within Angel Fire, unless determined by the Mayor, Village Manager, or Lodgers Tax Committee to have a positive economic impact on the Village of Angel Fire.

Proposals must include the following sections:

Cover Letter

- A cover letter signed by the authorized official of the organization summarizing the request for funds.

Funding/Budget

- Describe in detail what you are requesting funding for. Be specific: advertising (print, radio, billboard, online, etc.) music, insurance, security, etc. If applying for multiple events, you must include a narrative description for each event.
- How are you contributing to the cost of your event?
- Include your projected budget for this year as well as the past year's budget with expenses and revenues from the event, if applicable.

Advertising and Promotion

- How are you going to advertise and promote your event?
- Describe your target demographic (age, household income, geographic area of your target audience). How did you come up with this information?

Benefit to the Town

- How many people do you expect your event to bring to town? Please be specific and explain how these figures were calculated.
- How do you plan to encourage overnight stays during your event?
- Describe in detail how you will encourage attendees to visit local businesses.

History

- Please give attendance figures for the past two years you are applying for and describe how that number was arrived at.
- Has attendance at your event increased or decreased? Why?
- Describe any lessons you have learned. What will you do differently?

Campaign Contribution Disclosure Form

- The recipient of Lodgers Tax funding must complete an unaltered Campaign Contribution Disclosure Form (available at Village Hall or the Visitor Center) and submit a signed copy with their Request for Proposal. This must be accomplished whether or not an applicable contribution has been made.

Resident Business or Resident Veterans Preference Form

- To ensure adequate consideration and application of NMSA 1978, 13-1-21 (as amended), recipients must include a copy of the preference certification in this section. In addition, for resident Veterans Preference, the certification (available at Village Hall or the Visitor Center) must accompany any recipient and any business wishing to receive the preference must complete and sign the form and return it with their Request for Proposal.

II. SCOPE OF WORK

- Organization must be a business license holder in the Village of Angel Fire.
- Advertising dollars awarded shall be used for advertising, publicizing and promoting tourist-related events.
- Events shall result in direct economic benefits for the Village, specifically by attracting overnight visitors to stay in Angel Fire.
- Award amounts are dependent upon funding availability, the number of proposals received and the quality of the proposal.
- Special consideration will be given to groups that wish to promote events lasting longer than one day to encourage overnight stays.
- Upon award, organizations must acknowledge “Funded in part by the Village of Angel Fire ” in their advertising and promotion materials.
- Organizations must display the most updated Village of Angel Fire logo on all advertising and promotional materials.
- Funding limits are as follows:
 - First through third year of event-request can be unlimited
 - Third through fifth year of event-requests up to \$7,500
 - Five or more years of event-maximum of \$5,000 can be requested
- Advertising must be done at least 60 miles outside the Angel Fire area.
- Organizations requesting funding must agree to provide 100% of the total eligible costs up front; eligible costs will be reimbursed by the Village of Angel Fire, pursuant to the contract.
- Eligible expenses include advertising, promotional materials, publicity for the event, hard costs associated with the event such as trash removal, security, insurance, equipment rental, printing, mailing lists, etc.
- Ineligible expenses include commissions, trophies/awards or prizes, administrative costs, communications, travel expenses, shipping, software/hardware costs or miscellaneous items sold for profit.
- If an item submitted for reimbursement is deemed questionable by the Lodgers Tax Committee, the Council will have final approval on its eligibility.

III. GENERAL REQUIREMENTS

In order to be considered for funding, the individual or group asking for funding will be required to meet the following qualifications and conditions prior to receiving funds:

- Submit a proposal to include a budget itemizing projected expenditures and revenues.
- Funding request must not be the sole source of funding. Each proposal must show a 50% monetary or in-kind match for the event.

- Each proposal must meet the qualifications of a Special Event as defined in policy.
- All advertising and promotional materials using Lodgers Tax funding must include the following:
 - a) In print advertisements and promotional materials, the Village of Angel Fire logo must be included and clearly visible (the logo can be requested from the Manager of the Angel Fire Visitor Center). In addition, the ad must say “Funded in part by the Village of Angel Fire”.
 - b) In radio and television advertisements, the ad must included “Funded in part by the Village of Angel Fire”.
 - c) Additional sponsors or logos appearing in advertisements must be pre-approved by the Visitor Center Manager before being placed in advertising.
- The individual or group requesting funding must maintain adequate liability insurance in the amount of \$1,000,000 per event. A certificate of insurance must be provided by the contractor’s insurance agency with the Village of Angel Fire named as co-insured. It is the sole responsibility of the individual or group requesting funds to comply with the law. Proof of event insurance must be presented to the Visitor Center Manager at least 7 days prior to the event.
- Financial accountability report and request for final reimbursement must be submitted within 30 days of the event. Report shall include:
 - a) A summary of event including a post event budget of expenditures and revenues.
 - b) Copies of invoices and tear sheets, along with cancelled checks or signed credit card receipts must be included as proof of payment.
 - c) Copies/clippings of flyers, banners, advertisements (newspaper, magazine, radio, television, etc.) must accompany each vendor related invoice.
- All required materials must be presented to the Visitor Center Manager for payment. Payment will be issued after invoices and tear sheets, Post Event Evaluation and finalized budget have been received.
- A Post Event Evaluation will be submitted within 30 days of the event along with a financial accountability report provided by the recipient and their requests for reimbursement.

IV. AWARDS

Award amounts are dependent upon funding availability, the number of proposals received, and the quality of the proposal.

The applicant must agree to provide 100% of the total eligible costs. Eligible costs will be reimbursed by the Village of Angel Fire, pursuant to the agreement.

V. SUBMISSION REQUIREMENTS

Completed and signed submissions are due by 4:00pm on May 14, 2015. One original and 7 copies must be submitted to Terry Cordova, Village Clerk, 3388 Mountain View Blvd., P.O. Box 610, Angel Fire, NM 87710. Incomplete submissions may be ruled invalid. Late submissions will not be accepted.

VI. DISCRIMINATION PROHIBITED

The recipients of Lodgers Tax funding, in the execution, performance or attempted performance of their event, shall not discriminate against any person or persons because of sex, race, religion, color, or national origin. The recipient must be an equal opportunity employer.

Campaign Contribution Disclosure Form

Pursuant to NMSA 1978, § 13-1-191.1 (2006), any person seeking to enter into a contract with any state agency or local public body for professional services, a design and build project delivery system, or the design and installation of measures the primary purpose of which is to conserve natural resources must file this form with that state agency or local public body. This form must be filed even if the contract qualifies as a small purchase or a sole source contract. The prospective contractor must disclose whether they, a family member or a representative of the prospective contractor has made a campaign contribution to an applicable public official of the state or a local public body during the two years prior to the date on which the contractor submits a proposal or, in the case of a sole source or small purchase contract, the two years prior to the date the contractor signs the contract, if the aggregate total of contributions given by the prospective contractor, a family member or a representative of the prospective contractor to the public official exceeds two hundred and fifty dollars (\$250) over the two year period.

Furthermore, the state agency or local public body shall void an executed contract or cancel a solicitation or proposed award for a proposed contract if: 1) a prospective contractor, a family member of the prospective contractor, or a representative of the prospective contractor gives a campaign contribution or other thing of value to an applicable public official or the applicable public official's employees during the pendency of the procurement process or 2) a prospective contractor fails to submit a fully completed disclosure statement pursuant to the law.

THIS FORM MUST BE FILED BY ANY PROSPECTIVE CONTRACTOR WHETHER OR NOT THEY, THEIR FAMILY MEMBER, OR THEIR REPRESENTATIVE HAS MADE ANY CONTRIBUTIONS SUBJECT TO DISCLOSURE.

The following definitions apply:

"Applicable public official" means a person elected to an office or a person appointed to complete a term of an elected office, who has the authority to award or influence the award of the contract for which the prospective contractor is submitting a competitive sealed proposal or who has the authority to negotiate a sole source or small purchase contract that may be awarded without submission of a sealed competitive proposal.

"Campaign Contribution" means a gift, subscription, loan, advance or deposit of money or other thing of value, including the estimated value of an in-kind contribution, that is made to or received by an applicable public official or any person authorized to raise, collect or expend contributions on that official's behalf for the purpose of electing the official to either statewide or local office. "Campaign Contribution" includes the payment of a debt incurred in an election campaign, but does not include the value of services provided without compensation or unreimbursed travel or other personal expenses of individuals who volunteer a portion or all of their time on behalf of a candidate or political committee, nor does it include the administrative or solicitation expenses of a political committee that are paid by an organization that sponsors the committee.

Title (position)

—OR—

NO CONTRIBUTIONS IN THE AGGREGATE TOTAL OVER TWO HUNDRED FIFTY DOLLARS (\$250) WERE MADE to an applicable public official by me, a family member or representative.

Signature

Date

Title (Position)

New Mexico Preference Resident Veterans Certification

Reminder, a copy of Resident Veterans Preference Certificate must be submitted with the proposal in order to ensure adequate consideration and application of NMSA 1978, § 13-1-21 (as amended).

_____ (NAME OF CONTRACTOR) hereby certifies the following in regard to application of the resident veterans' preference to this procurement:

Please check one box only

☐ I declare under penalty of perjury that my business prior year revenue starting January 1 ending December 31 is less than \$1M allowing me the 10% preference on this solicitation. I understand that knowingly giving false or misleading information about this fact constitutes a crime.

☐ I declare under penalty of perjury that my business prior year revenue starting January 1 ending December 31 is more than \$1M but less than \$5M allowing me the 8% preference on this solicitation. I understand that knowingly giving false or misleading information about this fact constitutes a crime.

☐ I declare under penalty of perjury that my business prior year revenue starting January 1 ending December 31 is more than \$5M allowing me the 7% preference on this solicitation. I understand that knowingly giving false or misleading information about this fact constitutes a crime.

"I agree to submit a report, or reports, to the State Purchasing Division of the General Services Department declaring under penalty of perjury that during the last calendar year starting January 1 and ending on December 31, the following to be true and accurate:

"In conjunction with this procurement and the requirements of this business' application for a Resident Veteran Business Preference/Resident Veteran Contractor Preference under NMSA 1978, § 13-1-21 or 13-1-22, when awarded a contract which was on the basis of having such veterans preference, I agree to report to the State Purchasing Division of the General Services Department the awarded amount involved. I will indicate in the report the award amount as a purchase from a public body or as a public works contract from a public body as the case may be.

"I understand that knowingly giving false or misleading information on this report constitutes a crime."

I declare under penalty of perjury that this statement is true to the best of my knowledge. I understand that giving false or misleading statements about material fact regarding this matter constitutes a crime.

(Signature of Business Representative)* (Date)

*Must be an authorized signatory for the Business. The representations made in checking the boxes constitutes a material representation by the business that is subject to protest and may result in denial of an award or termination of award of the procurement involved if the statements are proven to be incorrect.

**LODGERS TAX FUNDING
POST-EVENT EVALUATION**

How many people attended your event? How was attendance calculated?

Did you do a survey at your event? Please summarize the information obtained.

How was advertising used to promote your event?

What in-kind donations/commitments were used for your event?

How did your event promote, publicize and advertise Angel Fire, resulting in a direct economic benefit to the Village?

Return with finalized budget and reimbursement request within 30 days after the event has been completed. Return to Manager of the Angel Fire Visitor Center.

Lodgers Tax RFP Scoresheet

Advertising & Promotion <ul style="list-style-type: none"> How is recipient going to advertise and promote event? Demographic Information Target Audience 	30						
Benefit to Town <ul style="list-style-type: none"> How many people does the event expect to bring to town? How does recipient plan to encourage overnight stays? How will guests be encouraged to visit local businesses? 	15						
History <ul style="list-style-type: none"> Give attendance figures for past events Has attendance increased or decreased? Lessons learned described? What can be done differently? 	10						
Budget <ul style="list-style-type: none"> Was budget presented? 	25						
Campaign Contribution Form Enclosed?	Yes No						
Resident Veterans Preference Form Enclosed?	Yes No						
	100						